

Subject: CCA Delivers: Women's Networking Event, DTLA 2030 Committee and more
From: "Central City Association" <toh@ccala.org>
Date: 11/30/2017 04:21 PM
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November 30, 2017
CCALA.org

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- CCA Women's Networking Event
- DTLA 2030 Committee
- Lightstone Group's Fig + Pico Hotel
- Hospitality Bill
- Bike Parking Ordinance
- Economic Development Online Survey

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Tuesday, 12/5, 5:30 pm - 8 pm
Holiday Party
Millennium Biltmore

Wednesday, 1/10, 11:45 am - 1:30 pm
Executive Committee Meeting
City Club

Tuesday, 2/15, 8 am - 11:30 am
Technology Summit

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Thursday, 11/30 6 pm - 8 pm
Sister Cities of LA Event Honoring Ambassador Hachigian

Thursday, 11/30, 6 pm - 10 pm
Skid Row Housing Trust - Trust in Sound Benefit

Monday, 12/4, 5 pm - 7 pm
Pershing Square Redesign Holiday Gathering

Thursday, 12/6
USC Gould School of Law - Institute for Corporate Counsel

CCA Women's Networking Event

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Stephanie Graves, Lee Andrews Group; Denita Willoughby, Southern California Gas Company; Jessica Lall, CCA; Nikki Olson, Soleil Beauty Salon; Jamila Sozahdah, Drip Doctors

On November 17, CCA women gathered at the Kendra Scott boutique in El Segundo for an afternoon social benefiting the Union Rescue Mission and the Downtown Women's Center. Female executives from a variety of industries shared their stories of inspiration and advice on how women can succeed in the workplace. Thank you to the Kendra Scott team for hosting this event and for donating 20% of purchases made to Union Rescue Mission. Click [here](#) for photos.

DTLA 2030 Committee

Yesterday, CCA members heard from **Selbert Perkins Design** about wayfinding in Downtown, **Playworks** about their work with elementary schools and **Metro Charter Elementary** about their new facility on 8th and Witmer.

- DTLA's current wayfinding system is outdated, confusing, prone to vandalism and primed for a refresh, especially with the 2028 Olympics and Paralympics approaching. **Selbert Perkins Design** proposes to develop a comprehensive master wayfinding plan for DTLA that is multimodal, revenue generating and flexible enough to accommodate future software technologies. Other major cities like London and New York provide case studies for what may work for LA's city center. Click [here](#) for the full presentation.
- **Playworks** is a national non-profit organization engaging elementary schools across 23 regions in the power of play to help mitigate bullying, increase the quality of instructional time and promote daily physical activity. They are seeking corporate partnerships to grow their reach in DTLA. Click [here](#) for the full presentation and to find out how to get involved.
- **Metro Charter Elementary** is finalizing their lease of a property on 8th and Witmer in City West, where they will consolidate their two campuses in fall 2019 with a playground on the roof of the adjacent parking structure. Their long-term goals include growing enrollment to 470 students in three years, considering revising their charter to include grades 6-8, and possibly starting additional campuses. They are also growing their board and preparing for a capital campaign. Click [here](#) for the full presentation and to find out how to get involved.

Lightstone Group's Fig + Pico Hotel

At the city's Economic Development Committee meeting on Tuesday, CCA spoke in favor of the hotel tax incentive package and land sale necessary to advance **Lightstone's** 1,162 guest room project. Located right across the street from the Convention Center at Figueroa St. and Pico Blvd., the three-brand hotel development will serve Downtown visitors and convention goers at an affordable price point and bring us closer to the goal of 8,000 hotel rooms within walking distance of LA LIVE and the Convention Center. Committee members voted in favor of the incentive package and land sale, which will now move on to a vote by the full City Council.

Hospitality Bill

On Tuesday, Senator Scott Wiener (D-San Francisco) announced that he will bring back the bill to allow cities to choose to extend alcohol sales to as late as 4 am. This will be a new 5-year pilot program version of the LOCAL Act and will preserve complete local control in terms of decision making and applies only to the six cities whose Mayors have expressed interest in the bill: Los Angeles, West Hollywood, Long Beach, San Francisco, Oakland and Sacramento. Read the press release [here](#).

Earlier this year, CCA hosted a press conference in support of SB 384 with **Cedd Moses**, 213 Hospitality; **Adele Yellin**, Yellin Company; Senator Wiener; and Assemblymembers Santiago and Dababneh. The bill (allowing local control throughout California), passed the Senate with a 2/3 bipartisan vote and garnered significant support in the Assembly. Unfortunately, the bill was turned into a "study bill" in the Assembly Appropriations Committee and Senator Wiener chose not to move the gutted version forward.

CCA will continue to work to make DTLA a vibrant, 24/7 destination.

Bike Parking Ordinance

CCA successfully advocated for amendments to the Bike Parking Ordinance, which was passed by the PLUM Committee last week. Amendments include a tiered requirement structure, more flexible location requirements and an alternative compliance mechanism for siting and design standards. The ordinance is now pending at City Council.

EWDD Economic Development Online Survey

The City of LA Economic and Workforce Development Department (EWDD) is developing a citywide economic development strategy and five-year implementation plan. They would like to hear from individuals and organizations across the City who are actively working to strengthen the LA economy. Please participate in this [survey](#) to help inform a vision for economic development.

CCA Members in the news

"The biggest complaint we get from people who want to bring conventions to Los Angeles are the number of hotels within walking distance of the convention center and the variety of price points for rooms. This project helps solve both of those problems."

- **Doane Liu, Department of Convention and Tourism Development**

LA Times, [Downtown LA developer could receive \\$103.3 million in public financial assistance](#), 11/29/17

"Downtown Los Angeles has an unmet demand for the business traveler or families that are staying for a medium-length period of time but want the amenities of home." - **Mark Spector, Onni Group**

LA Times, [Housing activists raise alarm about turning over apartments for short stays](#), 11/24/17

"LA would definitely benefit, assuming the right person is put in place." - **Cedd Moses, 213 Hospitality**

LA Times, [Could a 'night mayor' unify L.A.'s vast music and nightlife scene?](#), 11/24/17

"But after the first day, I knew I wanted to do it again this year. I was learning so much about Downtown and connecting with new people. There's no substitute for one-on-one relationships." - **Allison Agsten, Main Museum**

LA Downtown News, [Main Museum Exhibit Seeks to Tear Down the Art World's Ivory Towers](#), 11/28/17

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Onni Group is hiring a [Development Manager](#) to join their team in Los Angeles.

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